



Víctor Rivero

DATA & PROCESS AUTOMATION ANALYST

Python · SQL · KPI dashboards · n8n · APIs · Applied AI · CRM & B2B prospecting · Lean/Six Sigma

data.victore115@gmail.com · Phone +34 663 516 258 · L'Eliana, Valencia (46183), Spain · Remote / anywhere in Spain
· [linkedin.com/in/riverostudio](https://www.linkedin.com/in/riverostudio) · riverostudio-cv.web.app · riverostudio.web.app

Immediately available · full-time · remote, hybrid or anywhere in Spain

PROFILE

I analyse processes, measure them with data and automate them so a business wins and keeps customers. **Since 2022 I have worked self-employed as a data and automation analyst:** I maintain **three systems in production for paying clients I won myself**, with **34 automation flows in n8n**, API integrations, a CRM and **KPI dashboards on real data**. One of those analyses showed that **34% of revenue came from returning customers** and changed how that client plans their calendar and campaigns. Before that I was a **Data Analyst at Datmean** (predictive models in Python and SQL) and a **process engineer at Grupo Antolín**, optimising production and logistics in automotive with **+10% efficiency**. **MSc in Data Science and Business Analytics** (IMF, 2022). I am looking for a full-time role where I can contribute from month one and grow long term.

PROFESSIONAL EXPERIENCE

- Data & Process Automation Analyst (self-employed)** JUL 2022 – PRESENT
RIVERO STUDIO — L'Eliana (Valencia, Spain) · 3 live systems for paying clients · data, integrations and automation
 - **KPI dashboards on real business data** (bookings, revenue, occupancy, repeat rate). One analysis showed that **34% of revenue came from returning customers** and changed how that client plans their calendar and campaigns.
 - Data work on every system with **SQL and Python**: cleaning and **ETL**, joins across sources, funnel metrics and campaign tracking with the Meta pixel.
 - **34 n8n automation flows** in production, with **authenticated REST APIs** (OAuth2 and API keys), webhooks, retries, error handling and alerting: Stripe, WhatsApp Cloud API, Meta Graph API, Google Workspace, Notion and Firebase.
 - Full client cycle: requirements gathering, proposal, go-live, documentation and support.
- Data Analyst** SEP 2021 – AUG 2022
DATMEAN EMPLOYED — 1 year · part-time · remote (Madrid)
 - Developed **predictive models in Python (Pandas)** for sales forecasting and inventory optimisation.
 - Queried and joined data with **SQL** and ran exploratory analysis (**EDA**) to spot trends, seasonality and customer behaviour patterns, plus data cleaning and **ETL** on the source data.
 - Segmented and profiled customers with **machine learning** techniques to guide targeting, and presented findings to the team clearly and actionably.
- Cook · HACCP processes, goods-in and stock control** SEP 2022 – PRESENT
GRUPO SAONA EMPLOYED — L'Eliana (Valencia, Spain) · 30 h/week · combined with my own projects · high-volume hospitality
 - Applied and documented the **HACCP system**: critical control points, temperature and traceability records, and corrective actions for every deviation.
 - **Goods-in and stock control**: checking against delivery notes, supplier discrepancies, expiry-date monitoring and **waste tracking** against recipe costing.
- Industrial / Process Engineer** MAR 2021 – AUG 2021
GRUPO ANTOLÍN EMPLOYED — 6 months · Burgos, Spain · automotive
 - Optimised production and logistics processes, delivering **+10% efficiency** on the lines I worked on.
 - Ran **time-and-motion studies** to identify bottlenecks and rebalance workstations and material flows.
 - Worked with process **control plans**: monitoring critical points, logging deviations and driving corrective actions.
 - Continuous improvement with **Lean Manufacturing and Six Sigma**, backed by **production data and KPIs** (throughput, downtime, scrap).
- Holiday rental management (self-employed)** JUL 2018 – DEC 2020
OWN BUSINESS — Ireland · managed remotely
 - Set **seasonal and demand-based pricing** and managed the booking calendar to hold occupancy in low season, with monthly tracking of **occupancy and revenue**.
 - **Guest care in English** end to end —enquiry, booking, stay and issues— and coordination of cleaning and maintenance.

● **Technical Support & Customer Care**

FEB 2017 – MAR 2018

PINTEREST EMPLOYED — Dublin, Ireland

- **Customer care** and support for the **adoption of new commercial products** at Pinterest, answering usage questions and helping clients get value from them.
- Diagnosed incidents and escalated to **external vendors** through to closure, working **entirely in English** in an international environment.

■ **PROJECTS · RIVERO STUDIO**

The systems I build and maintain at Rivero Studio. The first three are **in production for paying clients**; the last two are my own prototypes.

Momentos Mágicos [momentosmagicos.app](#)

DATA & KPIS · PAYING CLIENT · IN PRODUCTION

Bookings and payments with a **KPI dashboard on real data**: repeat customers, occupancy by day and time slot, lead time and turned-down demand. The analysis revealed that **34% of revenue came from repeat customers** and reshaped the schedule and campaigns.

KPIS DASHBOARDS DATA ANALYSIS RETENTION

Hive50 Leads

B2B PROSPECTING · SALES DEVELOPMENT

My own **B2B prospecting system for logistics**: finds companies, analyses their website and operational signals, ranks them with **lead scoring** and organises them in a **kanban pipeline** for follow-up through to the meeting.

B2B PROSPECTING LEAD SCORING KANBAN PIPELINE

Decora con Globo GO [decoraconglobo.web.app](#)

AUTOMATION, FUNNEL & CAMPAIGNS · PAYING CLIENT

Online shop with **Stripe payments** and operations automated in **n8n**: order webhooks, transactional email and WhatsApp, a **purchase funnel measured with the Meta pixel** and ad campaigns on a real budget.

N8N STRIPE REST APIS META PIXEL

Enjoy NutriClub [enjoy-nutriclub.vercel.app](#)

CRM & CUSTOMER LIFECYCLE · PAYING CLIENT

Online booking and a **lightweight CRM on Notion** for a nutrition practice: patient onboarding, scheduling, reminders and follow-up. From **requirements gathering with a non-technical client** to deployment and support.

NOTION API CRM VERCEL

NutriScan

APPLIED AI · OCR + LLM

Reads **shopping receipts with OCR** and uses an **LLM to classify products** by category, turning photos of receipts into structured data ready for spend analysis.

OCR LLM PYTHON

■ **TECHNICAL SKILLS**

DATA & ANALYSIS	Python (Pandas) · SQL · ETL · EDA · Predictive models · Machine learning · KPIS · Dashboards · Power BI · Excel/Sheets
AUTOMATION & INTEGRATIONS	n8n · Make · Zapier · REST APIs · Webhooks · Stripe · WhatsApp Cloud API · Meta Graph API · Google Workspace · Notion API
CUSTOMER & COMMERCIAL	B2B prospecting · Lead scoring · CRM · Purchase funnel · Meta campaigns & pixel · Customer care (ES/EN) · Demand-based pricing
APPLIED AI	LLMs · Agents · MCP · Prompting · OCR + AI · Task automation with AI
PROCESS & OPERATIONS	Lean Manufacturing · Six Sigma · HACCP · Continuous improvement · Time-and-motion studies · Production KPIS · Stock and expiry control · Goods-in and delivery notes · Waste control · Project management
TOOLS & ENVIRONMENT	Firebase · Vercel · React/Next (AI-assisted) · Notion (databases and dashboards)

■ **EDUCATION**

MSC IN DATA SCIENCE & BUSINESS ANALYTICS	IMF Smart Education · 2022 · completed while working full-time
BSC IN INDUSTRIAL ENGINEERING	Universidad Alonso de Ojeda (Venezuela) · 2016
FURTHER TRAINING	Notion Academy — Essentials, Workflows and Advanced (databases and automation in Notion)
LANGUAGES	Spanish Native · English B2 · 13 months working 100% in English at Pinterest (Dublin)